

ORDINANCE NO. 5778

AN ORDINANCE TO AMEND FAYETTEVILLE CODE § 97.088 (B)(2)(b) AND ITS EXHIBIT “A”, DONOR RECOGNITION SIGNS AND TO AMEND § 97.088 (d) FACILITY NAMING AND ITS EXHIBIT “B”, NAMING PARK FACILITIES TO CLARIFY THAT THE CITY COUNCIL HAS FINAL AUTHORITY TO NAME PARK AND TRAIL FACILITIES

WHEREAS, in 2010, the Fayetteville City Council amended § 97.088 **Signs Prohibited** (B)(2) *Recognition Signs* to designate the allowed sign size for Donor Recognition Signs in City Parks as detailed in Exhibit “A” to this code subsection; and

WHEREAS, at the same time the Fayetteville City Council adopted § 97.088 (d) *Facility Naming* with Exhibit “B” Naming Park Facility Operations Policy; and

WHEREAS, the Fayetteville Parks and Recreation Department has suggested changes to these two policies and have received endorsement by the Fayetteville Parks and Recreation Advisory Board of its proposed changes.

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1. That the City Council for the City of Fayetteville, Arkansas hereby amends § 97.088 of the Fayetteville Code by deleting subsection (i) in its entirety and enacting a new (i) as follows:

“Donor recognition signs in city parks shall be sized in accordance with Exhibit ‘A’, Donor Recognition Signs, unless otherwise determined by City Council Resolution.”

Section 2. That the City Council for the City of Fayetteville, Arkansas hereby amends § 97.088 (d) *Facility Naming* by deleting its final sentence in its entirety and enacting a new final sentence as follows:

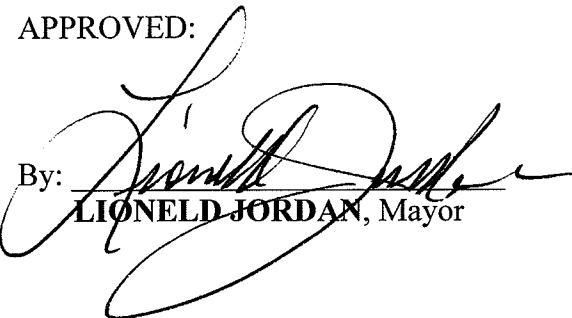
“Final naming of facility may be as recommended by the Parks and Recreation Advisory Board with final selection and approval by the City Council. Naming of the facilities should meet the Naming Park Facilities Policy attached as Exhibit ‘B’, unless otherwise determined by City Council Resolution.

Section 3. That the City Council for the City of Fayetteville, Arkansas hereby removes and deletes in their entirety the current Exhibit "A" Operations Policy for Donor Recognition and Exhibit "B" Naming Park Facilities Operations Policy and enacting as their replacements the attached Exhibit "A" Donor Recognition Signs and Exhibit "B" Naming Park Facilities.

PASSED and **APPROVED** this 16th day of June, 2015.


APPROVED:

ATTEST:

By: 
LIONELD JORDAN, Mayor

By: 
SONDRA E. SMITH, City Clerk Treasurer



	Parks and Recreation Department Policies and Procedures Manual		SUBJECT: OPERATIONS POLICY FOR DONOR RECOGNITION SIGNS	
	NUMBER:	REVISIONS:	EFFECTIVE DATE: 6-16-2015	PAGE: 1 OF 1
	SUPERSEDES :	APPROVED BY:		

DONOR RECOGNITION SIGNS

PURPOSE


The purpose of this directive is to provide policies which will govern the naming of park facilities currently owned or acquired by the City of Fayetteville. This policy statement takes precedence over any previous policies and guidelines which may have governed the naming of these facilities.

POLICY

In order to provide important capital facilities in Fayetteville Parks, it is pragmatic in a time of shrinking public dollars to seek outside funding. It is essential to have specific boundaries and criteria in establishing fair and proper recognition of significant facility donations. This policy sets guidelines for donations within parks as well as on trails. All sign and plaque designs must be incorporated into the design of the facility. Donor recognition signs shall adhere to the aesthetic values and design of the park.

Donor recognition in parks is based upon the type of facility donated. Donor recognition on trails is limited on the trailheads unless there is an educational and/or art feature that is appropriate to be displayed along the trail. Recognition signs may not be predominant within the educational and/or art component.

Recognition for each donation will be determined pursuant to the Recognition for Parks and Trails Facilities Policy. Any exceptions to this policy must be approved by City Council. Park Planners have the latitude to design signs recognizing donations based on site location and donor specific criteria. Naming of facilities donated must meet the Naming Park Facilities Operational Policy unless accepted under City Council resolution. The naming proposal will be presented to the Parks and Recreation Advisory Board for their recommendation to City Council. City Council has final approval of the park facility name, including the right to approve a different name. The option for naming facilities is only permitted under the Park Facility Diamond, Platinum, Gold and Silver categories. Minor items such as trash receptacles and flower beds cannot be named.

	Parks and Recreation Department Policies and Procedures Manual		SUBJECT: OPERATIONS POLICY FOR NAMING PARK FACILITIES	
			NUMBER: PRK-	REVISIONS:
	SUPERSEDES:		APPROVED BY:	

NAMING PARK FACILITIES

PURPOSE

The purpose of this directive is to provide policies which will govern the naming of park facilities currently owned or acquired by the City of Fayetteville. This policy statement takes precedence over any previous policies and guidelines which may have governed the naming of these facilities.

POLICY

Upon acquisition of a new park, the Director of Parks and Recreation will assign a nondescript temporary working name or subdivision name for the park facility to be used until park development begins.

Once park development begins, the Parks and Recreation Department will receive and forward park facility name suggestions to the Parks and Recreation Advisory Board for review. The Parks and Recreation Advisory Board will discuss and approve the recommendations at their monthly meeting. Once a recommended name has been selected, the Parks and Recreation staff will forward the name to the City Council for its final park name selection including a potentially different name.

The following items should be considered when proposing names for any park facilities:

- Geographic location of the facility
- Outstanding features of the facility
- Commonly recognized historical event, group, or individual
- Individual or group who contributed significantly to the acquisition or development of a facility
- Individual who provided an exceptional service in the interest of the park system

For an individual to be considered, the recommended name must be accompanied by a biographical sketch which provides evidence of historical significance or contributions to the Parks and Recreation Department or City of Fayetteville.

The naming of plaques, markers, and memorials within park facilities must follow the policies as stated above.

Note: A name recommendation from the Active Transportation Committee for trail facilities will be required prior to forwarding to the Parks and Recreation Advisory Board.